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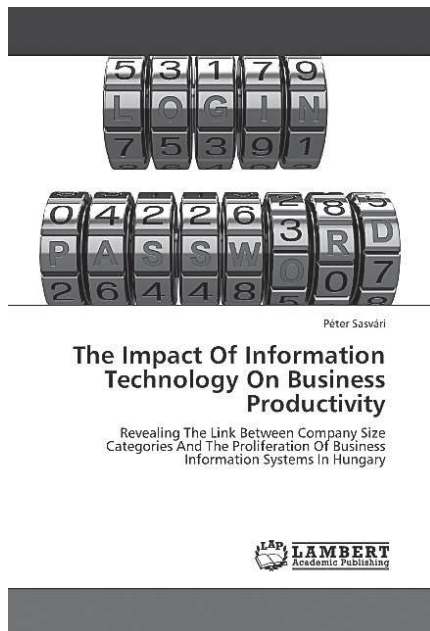
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## IZDOTĀS MONOGRĀFIJAS

Peter Sasvari

### THE IMPACT OF INFORMATION TECHNOLOGY ON BUSINESS PRODUCTIVITY: REVEALING THE LINK BETWEEN COMPANY SIZE CATEGORIES AND THE PROLIFERATION OF BUSINESS INFORMATION SYSTEMS IN HUNGARY



It is often said today that modern societies are built on and centered around information exchange, in other words, if one wants to keep up the pace with the rapid changes and developments nowadays, they have to adapt to the new challenges of the Information Age. Businesses and enterprises cannot be regarded as an exception to the rule because, apart from the fact that information has become much more important for their daily operation than ever before, they do not only use it as a resource to make crucial decisions on their business strategy but information is also seen as a tool with which economic actors can reach their business targets. As one of a more or less hidden driving force, globalization has only highlighted the question of how to deal with the increased information flow as it has contributed to the process of accumulating huge amounts of information in a short period of time, forcing businesses

and enterprises to pay more attention to handling them.

As a result, lots of various business information systems have been created with the purpose of offering effective help to the management and the employees of companies, making them able to cope with the increased burden of administration as well as with the responsibility of making strategic decisions. When I started to research into the usage of business information systems, my initial assumption was that enterprises cannot afford not to apply any of those systems because ignoring the introduction of such systems would result in the irreversible loss of their competitiveness. If it is true that business information systems do have a quantifiable effect on their economic performance, then the aspects of their implementation, the problems encountered

during their implementation, the expenditure on the development of a company's information technology infrastructure and the relative importance of information technology within the broader structure of an economic organization are also worth being investigated.

Although this study focuses on the usage patterns of business information systems only in a limited number of Hungarian enterprises, the issues discussed here can be extended to an international level as well. The question of whether a company decides to implement a business information system together with the conditions making their application necessary is a relevant one everywhere in the business world. Furthermore, the whole decision-making process from determining the appropriate set of criteria for the selection of the seemingly best system to the detailed calculation on the costs of introducing and operating them is also an issue that needs careful consideration. Finally, the feedback on the proper functioning of the chosen information system or systems is also inevitable: it is important for managers and decision-makers to know that the applied business information system really lives up to the standards and it can contribute to the enhanced operational effectiveness of their company, either through making their operation more efficient or resulting in a measurable reduction in costs.

It is my hope that this study will be a useful guide not only for those scholars and students who express a deeper interest in the relationship between information technology and economy as a whole but managers, decision-makers and IT experts can also find some practical ideas and hints about the circumstances of introducing the most suitable types of business information systems in their businesses.